

CLAIMS:

Sub  
a1

1. A method for transacting an advertisement transfer, from an advertisement distributor to a visitor, the method comprising, upon the occurrence of a visitor visitation at a communications node, the communication node performing the steps of:

(One) constructing a visitor profile;

(Two) broadcasting the profile to at least one distributor;

(Three) collecting responses from the at least one distributor;

10 (Four) selecting a response from the at least one responding distributors;

(Five) contracting, between the node and the at least one distributor of the selected response, a transference of an advertisement from the distributor to the visitor; and

15 (Six) effecting a transfer of the advertisement to the visitor.

2. The method according to claim 1 wherein the communications node collects generalized response descriptors from the at least one distributor, and the broadcasting (step b) is done internally using the collected descriptors as proxy for the at least one distributor.

3. The method according to claim 1 wherein the visitor profile includes at least one item selected from: content's categories of the content the visitor requested or is watching; key words, which classify the content the visitor requested or is watching; Time of day relative to server; Derivatives of the visitor's IP address; Domain; Geographic location of the visitor's ISP (Internet Service Provider) or OSP (On-line Service Provider); Geographic location of the visitor's company or organization if connected through a

permanent point to point connection; Time of day relative to user, as a derivative of his geographic location; Internet Service Provider (ISP); On-line Service Provider (OSP); Browser type; Operating system; or SIC code.

5 4. The method according to claim 1 wherein the node or the distributor is audited.

5. The method according to claim 1 wherein the broadcasting, contracting, or transferring is encrypted.

10

6. The method according to claim 1 wherein the advertisements are selected from the list: banners, text, HTML page address pointers, text, hypertext, audio content, visual content, or any combination thereof.

15 7. The method according to claim 1 is further including the construction of at least one of the following: an e-mail list, or a data base.

8. The method according to claim 1 wherein the selecting is of multiple responses.

20

9. The method according to claim 1 wherein the contracting is with any responding distributor bidding above a predetermined threshold price, and the threshold price is not broadcast.

25 10. The method according to claim 1 wherein the visitor submits a self-disclosure profile to the node.

11. The method according to claim 1 wherein the visitor profile is constructed from header information in the visitor's transmission.

5

10 **14.** The method according to claim 13 wherein the at least one segment includes a Boolean logic sections, a rate structure logic, disclosure information, or disclosure logic information.

**16.** The method according to claim 15 wherein the follow-up visit is audited.

17. The method according to claim 16 wherein the audit includes an item  
20 selected from the list: a purchase by the visitor of a service or commodity at a  
“site” specified in the transferred advertisement, or pointed to therefrom.

18. The method according to claim 16 wherein the node or his authorized agent receives a payment resulting from the visitor's purchase at a site specified in the transferred advertisement, or pointed to therefrom.

19. The method according to claim 1 further comprising an intermediary between the node having a visitation and the at least one distributor, and the

intermediary is for effecting additions to the visitor profile constructed by the node in step "a" or is for effecting any of steps "b" through "f".

20. The method according to claim 1 wherein the visitor discloses his cookie  
5 and said cookie is analyzed by the node, the intermediary, the distributor, or an address associated with the transacted advertisement.

21. The method according to claim 19 wherein the visitor discloses his cookie  
10 and said cookie is analyzed by the node, the intermediary, the distributor, or an address associated with the transacted advertisement.

22. The method according to claim 1 wherein the visitor specifies a self  
imposed censorship restriction in order to void acceptance of certain classes  
of advertising, or in order to designate a class of advertising preferences.

15 23. The method according to claim 1 wherein constructing a visitor profile includes correlating known visitor identification parameters with a database.

24. The method according to claim 1 wherein the logic protocol of the  
20 selecting is according to a relational database query semantic.

25. The method according to claim 1 wherein the visitor is associated with a  
commercial enterprise, a search engine, an automaton, a corporate person, or  
a human.

26. The method according to claim 1 wherein effecting, contracting, or  
constructing includes **recording or storing** advertisements transferred to the  
visitor for intentional subsequent transfer to the same visitor or for intentional  
avoidance of subsequent transfer to the same visitor.

Sub  
a3

27. A device for transacting an advertisement transfer, from an advertisement distributor to a visitor, upon the occurrence of a visitor visitation at a communications node, comprising a sequentially linked series of modules:

- 5       (One) a first module for **constructing** a visitor profile;
- (Two) a second module for **broadcasting** the profile to at least one distributor;
- (Three) a third module for **collecting** responses from the at least one distributor;
- 10       (Four) a fourth module for **selecting** a response from the at least one responding distributors;
- (Five) a fifth module for **contracting**, between the node and the at least one distributor of the selected response, a transference of an advertisement from the distributor to the visitor; and
- 15       (Six) a sixth module for **effecting a transfer** of the advertisement to the visitor.

28. The device according to claim 27 wherein the modules are distributed or fragmented between more than one computer processor or network communications server or network communications router.

20

29. The device according to claims 27 further comprising at least one memory media containing data collected or data constructed in at least one of the modules.

25       30. The device according to claims 28 further comprising at least one memory media containing data collected or data constructed in at least one of the modules.

31. The device according to claim 27 further comprising a distributor response module for optimizing a selection from a plurality of broadcast profiles.

5 32. The device according to claim 28 further comprising a distributor response module for optimizing a selection from a plurality of broadcast profiles.

10 33. The device according to claim 29 further comprising a distributor response module for optimizing a selection from a plurality of broadcast profiles.

15 34. The device according to claim 30 further comprising a distributor response module for optimizing a selection from a plurality of broadcast profiles.

35. The device according to claim 31 wherein the optimizing is according to a fixed budget, or according to an advertisement campaign model, or according to subsequent modifications thereto.

20 36. A program storage device readable by a machine and encoding a program of instructions for executing the method of claim 1.

25 37. A program storage device readable by a machine and encoding a program of instructions for executing the system of claim 27.

Sus  
a4

add  
4/24/7